

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, NOVEMBER 15, 2018
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Myra Ladd-Bone, Chair; Wally Overman, Vice-Chair; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; Tonia Cohen, Secretary; Nancy Caviness, Webb Fuller, Mike Hogan, Chris Nason, Bobby Owens, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: George Banks, III.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales and Events Manager
Aaron Tuell, Public Relations Manager

OTHERS: Mary Helen Goodloe Murphy, *The Coastland Times*; Ralph Buxton, Chicamacomico Historical Association.

The Chair called the meeting to order at 9:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Ms. Weston moved to approve the agenda. Ms. Caviness seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Mr. Charalambous moved to approve the October 18, 2018 meeting minutes as presented. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Ralph Buxton thanked the Board for their continued support of Chicamacomico; noted that the Historical Association had found the funds to fully purchase the land adjacent to the Life Saving Station; and invited the Board and Bureau Staff to a BBQ.

STEERING COMMITTEE: The Chair noted the letter sent to Nags Head regarding their request that the Board buy the Town's share of ownership of the event site (letter on file) and that two grants submitted by Nags Head had been tabled pending further information from the Town. Mr. Fuller asked what exact information the Board was seeking from the Town. Lee Nettles responded that Diane Bognich had spoken to Town staff about the information needed.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2018-2019 are up 2.83% over 2017-2018 actual receipts. The Board discussed the dip in September due to hurricanes and the expectation of the later months showing an increase.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Gold Award in Advertising (Hatteras Is On) at North Carolina Travel Industry Leadership Conference. Lee Nettles also received the Barentine Special Achievement Award.
- 2019 Travel Guide had been printed and distribution of the guide was imminent.
- Two companies selected to conduct economic impact and feasibility studies for the growth of the event site. Lee Nettles discussed the pros and cons of each company and recommended interviewing two: HVS and Johnson Consulting, noting he would like a few Board members to participate in the interviews. He reviewed the Heery Study done in 2012, which resulted in a recommendation that the best option was a hotel/conference center. The [2012] Board rejected that recommendation as they felt the Board and Community was not behind that.

Lee Nettles asked the Board to consider that a convention/conference center/hotel could be the final recommendation and asked how the Board would feel about that. The Board discussed when the convention/conference center/hotel would see most use, if rental homes could be used instead or in addition to a hotel, what types of events would be held at the site, and if a hotel, especially one soundfront, would have enough bookings to be viable year-round. Mr. Pergerson volunteered to participate in the interviews. Mr. Fuller asked Mr. Nason to participate in the interviews and asked if the RFP focused on a convention/conference center/hotel. Lee Nettles noted that it did not, and his comments were to have the Board set their expectations accordingly; if the same recommendation was given, and the Board was not open to that recommendation, then there was no point in spending the money to do a study. The Board reached consensus that if the studies were conducted with an open mind rather than a narrow focus of only a convention/conference center/hotel, then it was worth it to conduct the studies. Ms. Cohen also asked to be a member of the interview committee as well.

Mr. Pruitt moved that Staff and the Chair, Ms. Cohen, Mr. Nason, and Mr. Pergerson interview HVS and Johnson Consulting, and bring back a recommendation to the full Board. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

Lorrie Love discussed new information on the fee increase for motorcoaches at National Parks. She continues to work with the industry, legislators, and the Park Service to mitigate the effects of the increases.

Aaron Tuell reviewed recent media coverage and social media influencer visits.

OLD BUSINESS: Mr. Pergerson moved to enter closed session pursuant to NCGS 143.318.11 (a)(5) To establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating (i) the price and other material terms of a contract or proposed contract for the acquisition of real property located at 6714 and 6716 S Croatan Hwy, Nags Head, NC 27959 and owned by On Trading Company and Overrun II, LLC, by purchase, option, exchange, or lease as expansion of parking and other use for The Soundside Event Site. Ms. Weston seconded. There was no discussion and the motion passed unanimously.

The meeting entered closed session at 9:51 a.m.

The meeting resumed open session at 10:23 a.m. Legal Counsel noted there was no final action taken that required reporting.

NEW BUSINESS: There was no new business before the Board.

BOARD MEMBER COMMENTS: Mr. Overman congratulated Lee Nettles and staff on their awards. He also suggested advertising in the Raleigh area promoting the ease of getting to the Outer Banks.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Tuesday, December 18, 2018 at 9:00 a.m. in the Curtis H. Creech Memorial Boardroom, Outer Banks Visitors Bureau, One Visitors Center Circle, Manteo NC.

Mr. Charalambous moved to adjourn. Mr. Hogan seconded. There was no discussion and the motion passed unanimously.

The meeting was adjourned at 10:40 a.m.

ATTESTED:



Secretary, Dare County Tourism Board